

POLITICAL MARKETING COMMUNICATION IN BUILDING BRAND AWARENESS TOWARDS YOUNG VOTERS

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Abstract

Nowadays democracy has been widely opened after the Reformation Era in 1998. This situation made the political life in Indonesia more interesting. Consequently, this situation provided a positive impact toward the portrayal of the national politics and eventually toward the life of the state and the nation. Through the system of democracy that has been implemented, people can participate as the policy maker in voting their leader constitutionally. However, due to the recent political reality, the political climate has become more competitive since each political party, including the Indonesian Democratic Party of Struggle, struggled intensely for power within the political contestation. The intense struggle among these political parties is well depicted by numerous approaches of political communication. Departing from this situation, the researchers are interested to conduct a study that is related to the Political Marketing Communication Strategy in Building Brand Awareness toward the Young Voters within the Indonesian Democratic Party of Struggle in the Regency of Tangerang. At the end of the study, it can be concluded that in building brand awareness the Indonesian Democratic Party of Struggle the Regency of Tangerang has implemented the SOSTAC-approach within the political marketing communication strategy and the SOSTAC-approach that has been implemented consists of: (1) situation analysis (Situation); (2) objective definition (Objective); (3) strategy formulation (Strategy); (4) tactic implementation (Tactics); (5) action implementation (Action); and (6) control implementation (Control). Departing from the conclusions, the researchers would like to propose the following suggestions: (1) the process of defining the party policy (Objective) should be accompanied by clear and measurable targets; (2) the campaign message should use more familiar diction for the young voters, but the familiar diction should be in accordance with the vision, the mission, and the direction of the party; (3) the communicator of the political party should be appointed from the young local figures, who are representative, credible, popular, and favourable to the public; and (4) with regards to the process of controlling the public opinion over the social media (Control), the party should be equipped with the media monitoring application, so that the party might easily identify the positioning of its public brand awareness.

Keyword: *communication strategy, marketing, politics, brand awareness.*

1. INTRODUCTION

The political development in Indonesia has experienced significant improvement from one period to another. With reference to the statement, the most important instrument in the recent system of democracy is the political party. Without the presence of a political party in a state, the democracy will not be working. Friedrich in Budiardjo states that political party refers to a group of individuals who were organized under stable manner in order to take over and maintain the power towards the governance for the party leadership. Based on the power, the party leadership might provide ideal and material benefits to the party members.

In order to create a well-established democracy system, there should be high levels of public participation. As a result, every citizen who has already met the constitutional requirements as a voter should give his or her vote in the general election. In this situation, every individual holds the same right to vote and to be voted through the democracy system, which was implemented toward all citizens regardless of their social status. The public has equal right and opportunity in defining the fate of the nation within the party of democracy that has been held once in every five years. Unfortunately, the available facts show that the level of participation among the young generations in the domain of politics has been low especially with regards to information search. Not to mention, the problems that have been taking place in the Indonesian politics seem to fuel the endless debate materials. All of these situations appear to the surface because the

young generations are considered sceptical or indifferent toward politics.

The young generations have been regarded as the most indifferent group towards the political issues. Furthermore, they have also been considered as having the lowest level of trust toward the politicians and being cynical towards the view of both the political institutions and the state governance (HASTE & HOGAN, 2006). This perception has been confirmed by the data that show that the number of young generations who joined political parties is relatively low and the young generations tend to be abstained in the general election. Unfortunately, the young generations play a very significant role in the political contestation with regards to the development of a good democracy system in Indonesia (IRAWAN, 2018).

Numerous public elements and governmental institutions expect the young generations to play a significant role in synergizing with the Indonesian democracy party, such as the election of president and vice president, the election of governor, the election of legislative members, the election of regent, and alike. The reason is that the young generations as voters hold the power to advance the level of participation and public trust towards the development of political literacy within the Indonesian democratic party. In addition to the increasing level of participation among the young voters, the presence of young voters is expected to improve awareness among the young generations, so that the number of abstainers might decrease within the democracy party.

Despite the significant role that these young generations might play, several facts show that in the 2019 democracy party the number of abstainers is still high since it has been found among the groups of individuals who have distrust towards the government. It should be that the young generations as voters must use their vote as the prerogative right of the good and responsible citizens in the democracy party which was held once in every five year. At least, the young generations should take participation and behave wisely in supporting the successful democracy party. Quoting Soesatyo, it is clear that the young generations have a highly significant role in defining the future of both the state and the nation. Not to mention, the victory

of a country is defined by the ideas and the movement of the young generations within that country (ANWAR, 2011).

Referring to the 2019 Legislative General Election, the Indonesian Democratic Party of Struggle the Regency of Tangerang targeted 15 seats in the Regional People's Representative Assembly the Regency of Tangerang. This idea was supported by the statement of the Chief of the Branch Representative Council the Indonesian Democratic Party of Struggle the Regency of Tangerang, Irvansyah, as he registered seven prospective legislative candidates to the Office of the General Election Commissions the Regency of Tangerang. Prior to the Legislative General Election 2019, the Indonesian Democratic Party of Struggle had occupied 7 seats in the Regional People's Representative Assembly the Regency of Tangerang and for the Legislative General Election 2019 the Party had set to secure 15 seats not only in the Regency of Tangerang but also in all electoral regions. Irvan stated that in order to secure the 15 seats towards the 2019 General Election the efforts for maximally filling the 15-seat quota that had been defined by the General Election Commissions should be pursued. In relation to the statement, the prospective legislative candidates went through a good selection process and presented some qualities that were in accordance with the needs of the public.

The above target is interesting to analyse from the perspective of political communication, especially in relation to the concept of the political marketing communication strategy. The political marketing communication strives to target voters, especially the young ones. The strategy that has been selected will define the significant role that should be played in boosting the votes for the Branch Representative Council of the Indonesian Democratic Party of Struggle the Regency of Tangerang. By doing so, the success of the political contestation in 2019 might be encouraged throughout the electoral area. Then, departing from the above elaboration, the researchers are interested to consider numerous electoral areas in the Province of Banten, specifically the Regency of Tangerang. According to the observation of the researchers, the Regency of Tangerang holds a strategic opportunity to gain the highest votes for the Indonesian

Democratic Party of Struggle from the young voters. Therefore, the researcher would like to conduct a further investigation through a study under the following title: "Political Marketing Communication Strategy in Building Brand Awareness towards the Young Voters within the Indonesian Democratic Party of Struggle in the Regency of Tangerang" (ARDIAL, 2014).

Literature Review

Political Communication

Political communication refers to the dialogue that aims at influencing the life of a state. Political communication can be considered as an art that designs what might take place (art of possible) and, on the contrary, it can also be considered as the art that designs what might not take place (art of impossible) (BASROWI, 2008). In relation to the statement, Littlejohn & Foss states that the theory of political communication refers to the process in which the elected leaders, the leaders, the media, and the citizens rely on messages in order to establish meaning on the political practice (LITTLEJOHN & FOSS, 2009). When people use their power to support the public interest, the message and the interaction that have been expressed become the strategic means of influencing the public policy.

In addition to explaining the political communication strategy within the study, the implementation of marketing strategy by using the SOSTAC approach will also be elaborated. The intention is that the political parties might have a new concept and strategy in formulating the approaches of political marketing communication strategy which has been commonly adopted in the domain of business. As having been explained, within the marketing communication plan, there should be reference to the planning that has been known as SOSTAC (SMITH & SOOK, 2001). The SOSTAC planning might be elaborated as follows: (1) Situation Analysis, which deals with the current position of an organization; (2) Objective, which deals with the direction of an organization; (3) Strategy, which deals with the ways to achieve the objective from the perspective of three aspects namely segmentation, targeting, and positioning; (4) Tactics, which deals with the details on the strategy elaboration; (5) Action,

which deals with the planning-based implementation; and (6) Control, which deals with the monitoring, supervision, evaluation, and improvement.

Smith elaborates further that the situation analysis should entail performance review (which consists of the review toward the sales, the market share, and the profitability) within a certain period of time. As a result, a comparison with the previous period becomes extremely necessary. In the context of politics, the analysis might be in the form of a summary from the evaluation results towards the achievement of the political party and how far the political marketing strategies occupied the strengths and the weaknesses of the political party. Then, the objective should review the next steps that should be taken. Defining objectives will ease both of the political parties and the politicians and, at the same time, provides direction for the creativeness in pursuing innovations. Next, the strategy directs the tactics in accordance with the directions that have been made based on the two previous stages (situation analysis and objective). Indeed, the political marketing strategies help integrating all alternatives and all political tools as part of the tactics.

Furthermore, tactics deal with the concrete steps of elaborating the strategies and in the context of politics this stage consists of political marketing communication tools such as political advertisements, political public relations, direct mails, and alike. In relation to the tactics, the actions refer to the details of the tactics. In this stage, there should be planning for the implementation of the tactics. In the practice of actions, there should be swift human resources in accordance with the timeline plan and the budget. Last but not the least, the control or monitoring process deals with the supervision of the planning implementation. The planning implementation should be supervised under a measurable and controlled manner in order to ensure the needs of the future evaluation (HERDIANSYAH, 2010).

Brand Awareness

The changes of lifestyle tend among the public behaviours, especially among the young voters' behaviours, in attaining the political

content-related information from the conventional media to the digital media should be addressed by the political parties and their cadres in order to transfer the political information and messages to the public. In this context, the political parties should compete in building the brand as the modern and contemporary political parties and this is an ultimate obligation for the politicians and the political party administrators. Consequently, both brand introduction and brand memorization should involve the efforts of gaining reputation and its relationship to the product category. According to Durianto, in order to achieve brand awareness, the following steps should be taken (DURIANTO, 2004):

1. The message that will be delivered should be easy to remember and peculiar in comparison to the message from the competitors and there should be relevance between the brand and the product category.
2. An interesting slogan or jingle should be used so that customers will easily remember the brand.
3. The symbol that a product will use should be related to the product.
4. Brand expansion might be used in order for the brand to be remembered by more customers.
5. Brand awareness might be strengthened by using cues that are relevant to the product category, the brand, or both of them.

Last but not the least, repetition should be implemented in order to improve the memorization because shaping memories is more difficult in comparison to shaping introduction (MORISSAN, 2016).

Political Participations

Political communication, political socialization, and political impression will eventually lead to a single goal and objective, namely the achievement of political participation in the process of political policy provision. The political participation or the public participation towards the political agendas are very important for democracy (the cornerstone of democracy) especially in the representative democracy (Arifin, 2012, pp.235-266).

2. METHOD

The paradigm adopted during the study was the constructivism paradigm. The intention for adopting this paradigm was to generate numerous reconstructive understandings under trustworthy and authentic themes (NELSON & HUNTINGTON, 1976). In relation to the paradigm, the method employed was the qualitative method. The aim of adopting the qualitative method was to attain a comprehensive and in-depth description based on the natural situations or conditions from the implementation of a political marketing communication strategy in building brand awareness among the young voters within the Indonesian Democratic Party of Struggle the Regency of Tangerang through the SOSTAC approach. The SOSTAC approach alone consisted of: (1) Situation; (2) Objective; (3) Strategy; (4) Tactics; (5) Action; and (6) Control. Then, as having been implied by the title of the study, this study took place in the Indonesian Democratic Party of Struggle the Regency of Tangerang.

Due to the nature of the study, the understanding towards the political marketing communication strategy for establishing brand awareness among the young voters within the Indonesian Democratic Party of Struggle the Regency of Tangerang might be the general one from the perspective of SOSTAC namely Situation, Objective, Strategy, Tactics, Action, and Control. Then, the necessary data for conducting the study were attained from the Caretakers of the Indonesian Democratic Party of Struggle the Regency of Tangerang, the Community Figures, the Young Voters, the Members of the Regional General Election Commissions, and the Members of the General Election Supervision Board. Specifically, these data were attained from the following figures: (1) the Chief of the Branch Representative Council Irvansyah Asmat; (2) the Secretary of the Branch Representative Council Akmaludin Nugraha; (3) the Department of Winning Didin Muhidin; (4) the Domain of Organization and Cooperation Surdin; (5) the Community Figure Subandi Misbach; (6) the Young Voters Arif Rohman and Siti Aam Fatriah; (7) the Caretaker of the Regional General Elections Committee the Regency of

Tangerang Ali Zaenal Abidin; (8) the Caretaker of the General Election Supervision Board Muslik; and (8) the Reporter Agung. In conducting this qualitative study, there were several methods that had been implemented namely: (1) interview; (2) observation; (3) documentation study; and (4) focus group discussion. After the data were gathered, they were analysed with the help of the following techniques: (1) Data Reduction; (2) Data Display; and (3) Conclusion Drawing or Verification. With regards to the data analysis technique, the analysed units were the elements of the SOSTAC (Situation, Objective, Strategy, Tactics, Action, and Control) Approach towards the political marketing communication strategy in building brand awareness among the young voters within the Indonesian Democratic Party of Struggle in the Regency of Tangerang. Since the nature of the study was qualitative, the units of analysis were selected randomly in accordance with the category under the study within the

Regency of Tangerang. Last but not the least, in order to define the trustworthiness of the study, a triangulation should be implemented. According to Moleong, the implementation of a triangulation technique should be based on four criteria namely: (1) credibility; (2) transferability; (3) dependability; and (4) confirmability (MOLEONG, 2013; RAHMAN, 2018).

3. RESULTS AND DISCUSSION

In establishing brand awareness among the young voters, the Indonesian Democratic Party of Struggle affords numerous political approaches and communication strategies. As a result, a marketing communication strategy approach, known as SOSTAC, was selected in order to establish the desired brand awareness. Departing from the given condition, the reality that lies behind the study might be described into the following research framework.

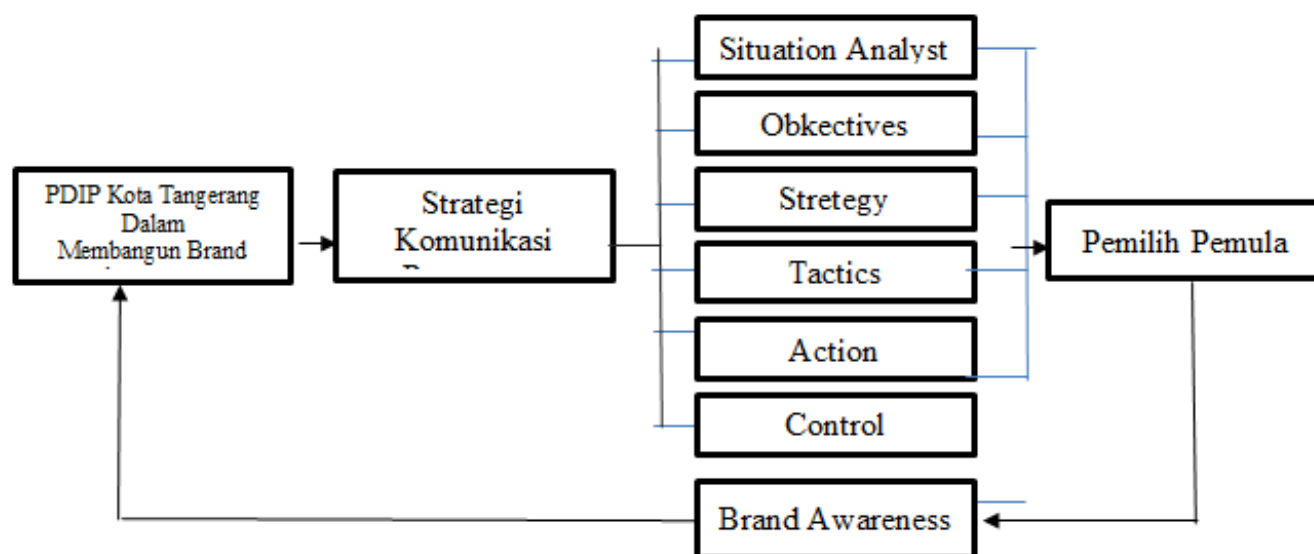


Fig.1. Research Framework

In order to build the brand awareness of a political party, certainly there should be strategic steps in devising the political marketing communication strategies. These strategies highly define the success in achieving the already designed targets. With reference to the statement, as an incumbent political party, the Indonesian Democratic Party of Struggle has so strong values that the political party does not suffer from any

significant difficulty in establishing and strengthening its brand awareness. However, this perception is not completely true since there is not any impossibility in the case of political contestation. Understanding this situation, the Branch Representative Council of the Indonesian Democratic Party of Struggle the Regency of Tangerang takes participation in gaining the success of brand awareness communication

amidst the changes of the lifestyle behaviours within the public, especially within the young voters, in order to attain political content-related information. Thus, the changes from the conventional media to the digital media should be addressed by the political parties and their cadres in order to transfer the political information and messages to the public (RANGKUTI, 2004).

In this context, political parties need to compete with each other in order to build the brand as a modern and contemporary political party. This competition is a compulsory step for both the politicians and the political party caretakers. Therefore, the political parties should consistently establish and strengthen their brand awareness. According to Durianto et al. (2001, p.54), brand awareness might be concluded as the ability of a potential customer, in this case the constituent, to identify and remember a brand as part of a product category, namely the political party. Referring to this opinion, political parties indeed should forge a strong relationship with stronger vision. Not only that but the political parties should afford conducting an extra duty namely to introduce themselves to the public better. By doing so, the public will not only identify and acknowledge the political parties, but also desire to vote for the given political parties since the product that has been sold to the public is the idea of changes within the continuous and just process of development.

Specific to the context of the study, brand awareness, on the contrary, might be defined as the capability of the constituents to identify and remember the Indonesian Democratic Party of Struggle as the political party that has been based on Pancasila as having been stipulated in the Opening of the 1945 Constitution and as having been reflected by the identity of the Party as a political party of State, Populist, and Social Justice. At the same time, the Indonesian Democratic Party of Struggle has been known for the following characteristics: (1) communal; (2) democratic; (3) independent; (3) never disappointed; and (4) revolutionary progressive. The awareness toward the identity of the Party is expected to return in the highest level of Brand Awareness namely on the Top of Mind. In other words, it might be interpreted that the constituents will always remember Pancasila whenever they

hear the name of the Indonesian Democratic Party of Struggle since the Indonesian Democratic Party of Struggle has always been associated to Pancasila, 1945 Constitution, and struggle for the Nation, the Populist, and Social Justice (ROBINSON, 1997).

Consequently, the political parties should implement the manners that have been previously explained. Specifically, the political parties should be able to clearly and easily design and deliver their messages. Then, in order to facilitate the delivery of their political messages, the presence of an interesting slogan or jingle should be taken into account by the democracy party in Indonesia. In addition, the presence of the numerous party symbols and identities should be made prominent. Above all, the most important matter is that there should be strict and consistent political party ideas and attitudes towards numerous situations and conditions.

As an incumbent political party, the Indonesian Democratic Party of Struggle should certainly maintain the trust of the good relationship with the public. Unfortunately, the trust and the good relationship might not be well established when the intensity of the political communication and the efforts of building and strengthening brand awareness have not been optimal. In order to overcome this situation, political communication becomes an inseparable part of the political activities. According to some authors, political communication refers to the art of designing the possibility (art of possible) and even of turning the impossibility into the possibility (art of impossible). Therefore, in order for the party's strategic steps to be achieved, the Branch Representative Council of the Indonesian Democratic Party of Struggle the Regency of Tangerang implemented the political marketing communication strategies by using the SOSTAC approach. In further details, the SOSTAC approach is implemented in six stages (VERBA et al., 1995).

The first stage is the Situation Analysis. In this stage, the process that the Indonesian Democratic Party of Struggle implemented becomes the preliminary step in building brand awareness among the young voters. Within the Situation Analysis, the Party's Division of Research and Development should analyse the data and the

information that have been related to the situations and the potentials that the Party will be dealing with. This information might be collective from the structural report of the Party, the structural report of the Branch Subsidiary Leadership, and the structural report of the Branch Leadership. In addition to the internal data, the Party's Division of Research and Development should also rely on the data from the external survey institutes in order to support the situation analysis. Through the analysis, both the internal and the external problems might be found. One of the problems might be, for example, the invalid data on the young voters due to the change of status into workers, university students, and moving residents.

In order to overcome these problems, the researchers should tabulate the global data from the Central Bureau of Statistics and absorb the data from the Office of Education in each level. In this occasion, the problems that have been frequently found are the difficulties in gathering or identifying the database of the young voters as the constituents. Fortunately, the solution to this problem is keeping the update of the young voters by involving the domains, the divisions, and the wing organizations of the political party. Later on, the results of the analysis will serve as the reference in defining the objectives, the strategies, and the tactics of the political party in building and establishing brand awareness among young voters.

Then, the second stage is Objective Definition. In terms of political marketing communication strategy, the definition on the objectives that should be achieved by the Indonesian Democratic Party of Struggle facilitates the political party and cadres (politicians) in carrying out their movement. In this regard, the direction and the policy of the political party represent the compulsory guidelines that the cadres should follow in carrying out their political activities. The statement also applies to the building of brand awareness among young voters. With reference to the statement, the compulsory guidelines that should be identified by both of the cadres and the public are related to the direction of the Party's struggle namely: (1) being attached to the Pancasila; (2) being attached to the 1945 Constitution; (3) struggling for the

Nation; (4) struggling for the Populist; (5) struggling for Social Justice. At the same time, the cadres of the Party should have the following characteristics: (1) being communal; (2) being democratic; (3) being independent; (4) never being disappointed; and (5) being progressive revolutionary. Therefore, the policy of the Party should be interpreted well in order for the cadres of the Party to become national leaders.

Next, the third stage is Strategy. This stage refers to the strategy that the Party has implemented in building brand awareness. The third stage itself in this regard consists of three sequences as following: (1) the segmentation process, which refers to the process of mapping the segmentation within the young voters by identifying the sex, the age, the occupation, status, the hobby, and the other aspects of the young voters; (2) the targeting process, which refers to the process of targeting the improvement on brand awareness with the 15 seat-achievement in the Regional People's Representative Assembly the Regency of Tangerang; and (3) the mapping process, which refers to the process of mapping the Party's positioning by using the service of several survey institutes. Identifying the Party's positioning by using the service of the independent survey institutes is important to perform prior to the implementation of the Party's working programs. Based on the results of the survey, the position of the Party's brand awareness among the young voters shows that the Indonesian Democratic Party of Struggle has earned the highest support namely 22.92% as having been found by one of the independent survey institutes that have been hired namely the Polcomm Institute (NEWMAN, 2008).

Furthermore, the fourth strategy is Tactics. This strategy refers to the tactics of the political marketing communication strategy that the Branch Representative Unit of the Indonesian Democratic Party of Struggle the Regency of Tangerang has implemented in order to build its brand awareness. The tactics include the following activities: (1) preparing a reliable communicator who has the capacity of delivering the communication message of the political party in order to build brand awareness within the public; (2) devising the political communication message that is in accordance with the

characteristics of the constituents, especially the young voters; (3) holding programs or events that involve the participation of the public, especially the young voters; (4) selecting the political communication media; and (5) surveying the public perception by hiring both internal and external survey institutes.

Moving forward, the fifth strategy is Action. This stage refers to the implementation of the action towards the political marketing communication strategy that the Branch Representative Council of the Indonesian Democratic Party of Struggle the Regency of Tangerang has implemented in order to build its brand awareness. In this stage, there are several activities that should be performed. First of all, the Party should prepare a reliable communicator who has the capacity to deliver the political communication message of the Party so that brand awareness might be built within the public, especially within the young voters. The standards for this communicator should be well defined and the communicator alone should go through a selection by means of a fit and proper test. After the communicator passes the selection, he or she should undergo some relevant training programs. Then, as the communicator is selected, the following activity that should be performed is devising the political communication message that goes in accordance with the characteristics of the constituents, especially the young voters. The message that will be devised should consist of a social message and an ideological message. When the political message is devised, the Party should hold events that provide more space for the young generations to get closer to the Party. The reason is that the Party should not only be a political platform, but also a common house and this also includes the Party as a creativity medium for the young generations. In relation to the statement, the political communication media should be selected as well. The communication media might consist of online media and outdoor media. On the one hand, the online media consists of websites and social media such as Instagram, Twitter, Facebook, and WhatsApp Group. On the other hand, the outdoor media consists of banners or billboards that might be accessed by the public in their environment. Afterward, a survey of public perception should

be carried out by hiring both internal and external survey institutes. Specific to the context of the study, the internal survey institute hired is REKODE while the external survey hired is an independent one, namely the Polcomm Institute. After the survey is completed, the results should be reviewed through the mechanism of evaluation meeting by the Branch Representative Council or the Branch Level Coordination Meeting.

Last but not the least, the sixth stage is Control. This stage refers to the control that the Branch Representative Council of the Indonesian Democratic Party of Struggle the Regency of Tangerang implemented in building and strengthening brand awareness. The implemented control mechanism consists of several sequences. Firstly, the message that has been delivered to the external media should be controlled in order to avoid any act of sabotage by the irresponsible parties. Secondly, the public opinion that has been circulating within the social media in relation to hoaxes or negative issues toward the Party should be controlled. This type of control is exerted by providing explanations or clarifications. If the hoax or the negative issue is indicated to contain criminal intent and disadvantage the Party, then the hoax or the negative issue should be brought into the domain of law enforcement. Thirdly, the events and the programs that have been designed in order to build brand awareness among young voters should be controlled. Indeed, there has been monitoring towards these events and programs so that these events and programs will be in accordance with the design and the target that the Party has set. Fourthly, the Party conducts the assessment process. The assessment process is carried out after the Monitoring Team has completed the field visit, the report and the records that serve as the assessment materials (SUGIYONO, 2012). The assessment toward the realization of the programs will provide the recommendation for the host of numerous similar activities in the future. Fifthly, the Party carries out the improvement process. In this occasion, every sequence of preparation in building brand awareness among young voters and the sequence consists of: (1) situation analysis; (2) definition of the Party's objective and direction; (3) appointment of communicator;

(4) message devise; (5) event design; (6) control process; and (7) survey of public perception. These sequences should be regularly implemented in accordance with the findings based on the assessment that has been completed.

4. CONCLUSIONS

The results of the study show that in building brand awareness the Indonesian Democratic Party of Struggle implemented the political marketing communication strategies by means of the SOSTAC approach. The use of the SOSTAC approach consists of several processes. The first process is the situation analysis process (Situation). In this process, the Party's Division of Research and Development should analyse the data from the information that is relevant to the situations and the potentials that the Party will be dealing with. Then, the second process is the definition of the objective direction (Objective). In this regard, the direction and the policy become the compulsory guidelines that the cadres should obey in carrying out their political activities, including in building brand awareness among the young voters. With regards to the statement, the Party should be identified by both of the cadres and the public with relevance to the direction of the Party's struggle namely: (1) being attached to the Pancasila; (2) being attached to the 1945 Constitution; (3) fighting for the Nation; (4) fighting for the Populist; and (5) fighting for Social Justice. At the same time, the Party itself should be identified with the following characteristics: (1) communal; (2) democratic; (3) independent; (4) never disappointed; and (5) revolutionary progressive. Next, the third process is the strategy (Strategy) which consists of three sequences namely: (1) segmentation; (2) targeting; and (3) positioning. Afterward, the fourth process is the tactics (Tactics). The implementation of these tactics include the following activities: (1) preparing a reliable communicator; (2) devising the political communication message; (3) designing programs or events that involve the participation of the public, especially the young voters; (4) selecting the political communication media; and (5) conducting the survey of public perception by

hiring both internal and external survey institutes. Moving forward, the fifth process refers to the action (Action). The implementation of the action includes the following activities: (1) preparing the communicator; (2) devising the political communication message; (3) selecting the political communication media; and (4) conducting a survey of public perception with the assistance of both the internal and the external survey institute. Last but not the least, the sixth process refers to the control (Control). The control is implemented towards the following aspects: (1) the message that has been delivered to the external media in order to avoid the act of sabotage by the irresponsible party; (2) the public opinion that has been widely spread with regards to the hoax or the negative issue directed to the Party; (3) the host of numerous events and programs that have been designed in order to build brand awareness among the young voters; (4) assessment; and (5) improvement. All of these aspects should be controlled as part of the preparation stage in building brand awareness among young voters, from the perspective of situation analysis, definition of the Party's objective and direction, selection of communicator, message devise, event design, control process, and survey of public perception in order to perform improvement based on the results of the field study that has been conducted.

Referring to the results of the study on the implementation of the political marketing communication strategy by the Branch Representative Council of the Indonesian Democratic Party of Struggle the Regency of Tangerang, there are several suggestions that might be proposed. First of all, with regards to the definition of the Party's objective and direction in establishing and strengthening brand awareness among young voters, the Party's objective and direction should be given clear and measurable targets. Then, in relation to the communicator that has been selected to establish and strengthen brand awareness, it is suggested that the communicator should be selected from the local young figures who are representative have credibility, and are favoured by the public. Next, with regards to the expansion of the events or the programs that involve the participation of young voters and that also

provide direct benefits to the participations, it is suggested that these events or programs should be directed towards the aspect of creative economy, sports, and popular culture. Furthermore, with regards to the process of control towards the public opinion over the social media, it is suggested that the political party should be equipped with the media-monitoring application, so that the political party might easily identify the positioning of its brand awareness within the public. Last but not the least, it is also suggested that the political party does not only involve the survey institute during the administration of the public perception survey, but also invites the academicians in order to provide feedback and recommendations to the Party.

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